

Discount Store News.

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Discounters are going to the Housewares Show seeking, as Zayre dm Ed Beevers said, "new products, new packaging, new colors, new sizes."

Chains Seek New Ways To Up Housewares Biz

Nationwide DSN Report
Discounters know the old housewares formulas won't be enough in 1986. More than in recent years, their strategies at the 83rd NHMA International Exposition will focus on developing new looks and more aggressive merchandising postures, in the wake of modest single-digit department sales gains this year. (See special Housewares Show section, pp. 25-80.)
"This is the most important show in the past two years because retail business is softening," said Ed Beevers, divisional merchandise manager-housewares at Zayre. "Each buyer has committed to me to come back with a new look for their categories for next spring. We want new products, new packaging, new colors, new sizes. We want excitement in our housewares departments early in 1986."
Gemco housewares merchandise manager Tony

Pooler is also reaching for change, "as we go away from a homogenized approach that's less promotable. We'll be more item-dominant and advertise more in 1986."
New growth strategies employed by discounters include more lifelike presentations, more advertising and deeper assortments of some of today's most promising growth categories: microwave, knockdown (KD) furniture, tabletop, under-the-cabinet electric appliances and health care.
They're the lifelines to department growth next year, said discounters, who've bought more cautiously for this Christmas season in order to sidestep a second consecutive inventory swell and markdown bath cycle.
Whether that caution sticks through the first quarter will be determined by the strength of holiday sales and post-Christmas inventory levels.
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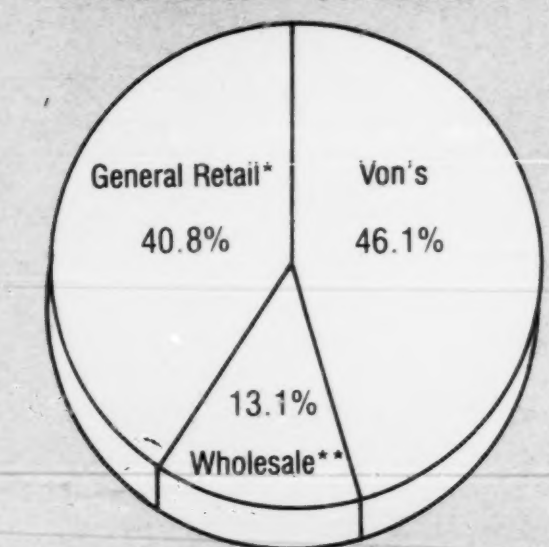
T.G. & Y.'s Turnaround Program Seen Unaffected by Buyout Bid

By AL HELLER
OKLAHOMA CITY — Profit-building programs at T.G. & Y. will continue unaffected, despite a \$700 million-plus bid to take Household Merchandising Inc. (HMI) private in a leveraged buyout by year's end, said Roger Stangeland, the buyout group's top executive.
Stangeland is chief executive officer of Vons Supermarkets, the largest sales contributor to HMI, and is also ceo of HMI Acquisition Corp. (HMIAC), the group formed to acquire the business. The general retail segment of HMI, which is virtually all accounted for by T.G. & Y., contributed nearly 40% of sales and 36% of profits to the first-half performance of HMI, the \$5.4 billion retail/wholesale division of conglomerate Household International.
The division includes 739 T.G. & Y. stores, 176 Vons supermarkets, 1,629 franchised Ben Franklin variety stores and 1,079 franchised Coast-to-Coast hardware stores.
T.G. & Y., in its latest fiscal year, generated about \$2 billion in sales, or close to 40% of the division's volume; Vons produced \$2.5 billion, or 46% of volume.
"T.G. & Y. is the linchpin of the deal," said Richard Rusthoven, president of the discount chain. "T.G. & Y. has the most potential if it's fixed. It has the most assets among Household retailing companies, and presents the best moneymaking
(Continued on page 91)



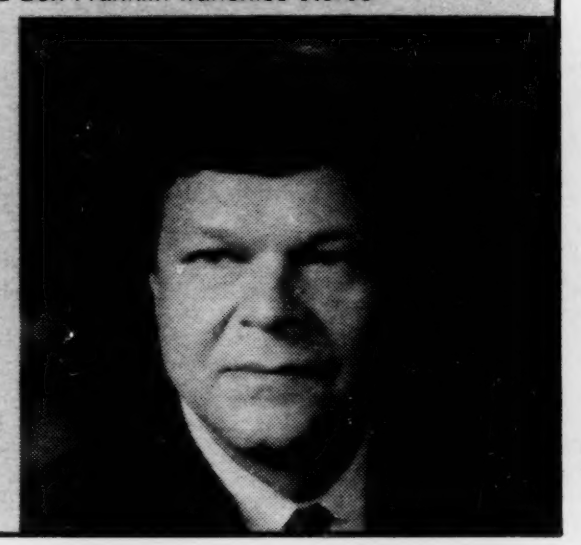
"We want to reduce the variations of the discount stores, so we can concentrate efforts on a single format."—Roger E. Stangeland, ceo, Vons Supermarkets and head of buyout group

Household Merchandising's Operations, 1984
Total sales = \$5.4 billion



*—Almost all T.G. & Y.
**—Sales to Coast to Coast and Ben Franklin franchise stores

"T.G. & Y. has the most potential if it's fixed."—Richard Rusthoven, president, T.G. & Y.



5 Bows Set For '86

Best to Crash NY Metro Market

RICHMOND — Best Products will fire up the simmering competition among the top three catalogers next year by invading the metro New York market with its first five showrooms there.
Four of them will be spotted in the highly competitive suburban areas that already are home to stores of its two top rivals, Service Merchandise, with 13 units currently in the market, and Consumers Distributing (U.S.), with 60.
Besides the metro New York debut, Best will also open its first two showrooms in upstate New York, in the Greater Buffalo market. One of those

Bests—for the first time—will have as a next-door neighbor the company's other main retailing endeavor, an Ashby's ladies' wear store. (Story, p. 2.)
The seven showrooms follow Best's new format that was used for nine units this year. While they are the only showrooms planned for 1986, the cataloger is "actively looking" at the Detroit market, with four stores seen as its initial effort there, a spokesman said. However, no Detroit stores are anticipated next year.
Best's move into the New York area means the three catalogers will now battle in the nation's two largest retail mar-

kets—the Big Apple and Los Angeles. It also rounds out the competition among the three, with Best and Service already squaring off in 16 states across the country and such major markets as Miami, San Francisco, St. Louis, Houston, Dallas-Fort Worth, San Antonio and Columbus, Ohio.
Best and CD compete in San Francisco, Philadelphia and Baltimore. (Service and CD, meanwhile, also battle in the Boston market.)
Best's metro New York plans include:
• A 64,000-sq.-ft. showroom in Garden City, Long Island, near
(Continued on page 92)

IN BRIEF

- JEFFERSON WARD HAS CLOSED VIRTUALLY ALL OF its remaining 25 stores, including its three Richmond units, leaving only a few open in Florida temporarily as clearance centers. K mart officials said they are still negotiating for purchase of some of the 25 units.
- PACE AT PRESSTIME PLANNED TO OPEN ITS FIRST three warehouse clubs in the Baltimore-Washington market on Nov. 1, as part of its goal of 16 clubs by year's end.

New
Fou
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BETHESDA MD 20814

Catalog Coordinator
Jewelcor Merchandising
To Offer Its Unique
2.8¢-a-Flyer Program
To Discounters. P. 14

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\$12M-\$15M in '86**Caldor Puts \$5M-\$6M Into First TV Campaign**

NORWALK, Conn. — Caldor has committed between \$5 million and \$6 million to its first-ever television ad campaign—a series of 30 second spots to be shown through January 1986.

Next year Caldor plans to spend \$12 million to \$15 million, said Albert J. Buczko, vice president of advertising and sales promotion.

"We felt our newspaper circulars were only reaching 60% to 70% of our customers," said Buczko. He added that the TV spots are intended to support the circular campaign, which he said will be expanded.

Caldor has produced eight spots in the so-called "doughnut" format: a 15-second beginning and end, with a 15-second "hole" in the middle.

The commercials, which started running in the first week of October, begin and end with two actors playing

"a typical Caldor couple," said Buczko, who do "cute, soft-sell skits" expressing their warm feelings for the store. The hole will be filled with plugs for one to three different products each week.

The advantage of this format, said Buczko, is "the flexibility; we can change products quickly, without having to shoot a whole new commercial."

Caldor at present has 106 stores in six northeastern states plus the Baltimore area. The commercials will run in all areas, except the Boston market which is being used as a control to test the campaign's effectiveness.

The first results of the campaign will be available by the end of this year, and they will be used to make a final decision on schedules for 1986.

"We are committed to go ahead in 1986," said Buczko, "but we still have to decide how strong we will be."

Discounters Boost Turnover But Lose Markup Ground

NEW YORK — Discounters are turning their inventories much more rapidly than ever, but have also lowered their markups and suffered increased markdowns, according to a study by the National Mass Retailing Institute.

Of the 46 categories and sub-categories included in the association's annual "Mass Retailers' Merchandising Report," conducted for the NMRI by Cornell University, exactly half showed increased gross margins in the responding retailers' most recent fiscal year. Twenty-two departments had lower gross margins, and one ran even with the previous year's results.

(Chart, p. 92.)

Thirty-one self-service discount department stores responded to the study. Those firms, in their most recent completed fiscal years, operated 3,475 stores and had aggregate sales of \$25.1 billion.

In most of the operating standards studied in the report, apparel categories mirrored total

store results. A notable exception, though, came in markdowns at retail, which ran higher than the previous year in 13 of 14 categories listed.

New Strategy

That would be due, at least in part, to discounters' move toward more fashion-oriented apparel, with the accompanying increased need to move slow-moving goods out as seasons change.

The overall inventory turnover rate jumped 24% to 4.33 turns annually, with the largest chains showing the way. Those chains with sales of over \$750 million saw their turnover rates jump to 5.05 annually—a 30.8% increase over the previous year's results for those companies.

Categories that showed the highest increases in inventory turns included candy, up 2.74 turns; fabrics, notions and yarns, up 2.07; lawn & garden, up 1.66; and sporting goods, up 1.36. Infants' wear showed the largest increase in soft lines, up 1.18 turns.

While turns were generally increasing, though, cumulative markups on the goods, particularly in hard line categories, were showing the effects of competitive pressures. In 31 of 46 categories, initial markups decreased, with significant declines in three of the highest volume-producing categories. In housewares, markup declined 2.66 percentage points from the previous year, to 37.36%. Automotives showed a two-point drop to 31.31% and toys and games, which accounted for 6.43% of total store sales, saw markup drop 1.02 points to 32.83%. Similarly, markup in the hardware department was off 1.08 points, to 36.76%.

Adding It Up

While initial margins decreased, retailers in general didn't take as heavy markdowns as they had the previous year in most hard line categories. Markdown levels declined in hardware, toys, traffic appliances, consumer electronics, lawn and garden and automotives.

(Continued on page 92)

NRMA to Standardize Stores' Ordering by Computer

NEW YORK — The National Retail Merchants Association (NRMA), whose membership includes many leading discounters, plans to publish guidelines and software this February establishing a single standard for direct computer-to-computer ordering systems for the retail industry.

This program is aimed at clearing the main obstacles on the road to more widespread use of computers for direct contact between retailers and suppliers.

At present only two of the leading discount chains, K mart and Wal-Mart, are using computers extensively for direct ordering. Both utilize their own, mutually incompatible systems.

The benefits most often mentioned for putting in a direct ordering system are speed and manpower savings.

Since computer orders reach suppliers instantly, a store can eliminate the time normally spent waiting for the mails to deliver an order. That gain of three days or more can make it possible to maintain lower inventories, and increase the number of turns in a year.

Suppliers call the conversion to computer ordering a win-win situation, even if they have to buy expensive programs, and spend months to set up systems that are different for each client. In the greeting card business, virtually all the major vendors have direct computer ordering programs, and, said Jim Schemmel at Hallmark Cards, "the main advantage is that the error rate is so small" because orders do not have to be retyped, eliminating also the need for expensive key punch operators.

Herbert Javier, financial vice

president in charge of data communications at Gemini Industries, a New Jersey-based consumer electronic accessories manufacturer, mentioned another advantage for a supplier. "Having this system available helps to ingratiate you with the customer; it gives you an edge."

Representatives of discount stores stressed that they look at price first when making their buying decisions. But, said Javier, "If you are close on the price, they will probably give you the benefit of the doubt."

The first test using the NRMA system started in September and involves four apparel manufacturers and one department store (Macy's California).

"We are using the American National Standard Institute's so called X 12 system," explained J. Joseph Miller, the NMRA's director of retail stan-

dards and technology, who has been working on the issue since the organization set up a special committee in 1975. "X-12 is a standard that is as broad as you can get, and we have adapted it for use by retailers and suppliers."

Direct computer ordering can take several forms. K mart, for example, collects selling data daily from all its stores in its mainframe computer at the company's Troy, Mich., headquarters. The more than 500 suppliers who have signed up for the system and who have obtained K mart's electronic equivalent of an ordering form, call the computer at specified times to pick up their orders. Wal-Mart employs a similar system, but with different protocols.

The 73 suppliers and the 3,500 customer locations that are part of the Motor Equip-

ment Manufacturers' Association's Transnet use a system in which retailers bundle all their orders and dump them into a central computer with one phone call. There every order is processed and placed into "mailboxes," to be picked up, electronically, by each supplier.

The NRMA standard will allow for the use of either system: a direct link between retailer and supplier or the central computer "post office." The advantage is that it will make communication possible because it will set one standard, avoiding the problems that arise when computers use different communication languages.

K mart's vice president for electronic merchandise systems, David M. Carlson, said the chain's system which began operating in 1980, works well, but he stressed that the compa-

(Continued on page 92)

Danners' Variety Division Is Sold to Two Ex-Execs

INDIANAPOLIS — Danners Inc. has sold its variety store division to two former executives: Jay S. Danner and Christopher K. Danner.

Terms were not disclosed.

Jay and Christopher Danner are both sons of the late Max S. Danner; a third son, Mark Danner, is president, chief operating officer and chairman of the board of the parent company.

Jay Danner had been Danners Inc.'s vice president of the specialty stores division; he will not be replaced. Christopher Danner was the vice president administration; his position was taken over by David C. Danner, a grandson of a brother of Forest W. Danner who founded the company in 1910.

Jay and Christopher Danner have formed a new company, Danner Brothers Co. Inc., to operate 14 Danners Variety stores—12 long-established variety stores and two of the company's former home-stationery-craft stores.

Danners Inc. had previously said it intended to sell its vari-

ety division to concentrate all its energy on its chain of 3D discount stores, which accounts for about 85% of corporate revenues. According to Christopher Danner, the restaurant (which was sold earlier), variety and home-stationery-craft divisions each accounted for roughly 5%.

Danners Inc. earned \$238,000 on sales of \$189,022,000 in 1984. The first six months of 1985 showed a loss of \$139,000 on sales of \$86,418,000.

Christopher Danner and his brother Jay were already running the variety division, whose stores are all in Indiana, while the parent company was looking for a buyer. Christopher Danner said there were several offers, "but we paid more."

"The variety division made money every year," he said. Christopher Danner said that he and his brother wanted to continue a 75-year-old family tradition of running variety stores with the Danner name. "We start with every retailer's dream: two Christmases in our first 15 months," he said.

**PACE Tailors Housewares Mix**

Housewares mix at PACE is tailored to local demands, as the chain adds more department store and gift shop brands, such as Mikasa Home Beautiful in Atlanta club. (DSN photo)

HOUSEWARES SHOW

\$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
GLASSWARE				
1	Anchor 3600/672A Entertainer Set 40 pc	6,709	33.29	223,342.61
2	Libbey 82486T Bolero Tawny 24 pc	2,830	19.79	56,055.70
3	Libbey 82486D Bolero Blue 24 pc	2,780	19.79	55,016.20
4	Anchor PM486/T1 Divided Dish w/Cover	6,747	16.19	53,368.77
5	Anchor 3600 Cry Newport 24 pc	3,120	16.19	50,512.80
6	Libbey 8237D B1 Count Squire 24 pc	1,419	31.49	44,684.31
7	Anchor 1300/44 Moments 24 pc	1,636	26.99	44,155.64
8	Libbey 82430K Go Cntry Gdn 24 pc	1,265	25.19	31,865.35
9	Anchor 3600/617 Terrace Bev 24 pc	1,561	19.52	30,470.72
10	Libbey 82486K Bolero Gold 24 pc	1,086	24.29	26,378.94
11	Libbey 8183K Capri set gold 18pc	1,711	15.29	26,161.19
12	Anchor 4523 Wexford Butter/Cov	9,810	2.24	21,974.40
13	Anchor 4525 Wexford Salt & Pepper	9,024	2.15	19,401.60
14	Libbey 8476 Tulip Grande 9 oz	7,716	2.51	19,637.16
15	Libbey 2141T Monarch bev 4 pk	3,862	4.67	18,035.54
COOKWARE				
1	Ekco 64110 bakers Cookie Sheet	17,678	4.40	77,783.20
2	Ekco 64330 Bakers Db Cake Pan	18,453	3.95	72,889.35
3	Normandy 312G Saucepot 12 qt bone	3,762	15.11	56,843.82
4	Ekco 64100 Bakers Cookie Sheet	13,966	3.95	55,165.70
5	Ekco 64260 bakers Roast/Bake	9,586	5.39	51,668.54
6	Foley 38279 Sauté Pan 12"	4,715	10.79	50,874.85
7	Wear-Ever 26030 10" Sauté Silverstone	5,621	8.99	50,532.79
8	Ekco 64200 Bakers 12-cup Muffin	10,605	4.76	50,479.80
9	Wear-Ever 26032 12" Chef Fry Pan	3,762	11.69	43,977.78
10	Wear-Ever 26028 Sauté Pan 8" Silverstone	6,064	6.74	40,871.36
11	Foley 38079 Sauté Pan 10"	4,792	8.09	38,767.28
12	Wear-Ever 26014 Sq Griddle 10" SilverStone	3,429	11.24	38,541.96
13	Litton A5030 7 pc starter set	1,340	26.99	36,166.60
14	Hillside HM60SP Spring Form Pan	4,781	7.46	35,666.26
15	Wear-Ever 46032 Chef Fry 12" Silverstone	2,393	14.84	35,512.12

\$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
BATH				
1	Selfix 2253 Shower caddy lg	8,142	5.12	41,687.04
2	Magnolia M100 Molded Toilet Seat, wh	4,102	9.44	38,722.88
3	Selfix N443 Portable Shower Spray	3,546	10.34	36,665.64
4	Selfix C441 Shampoo Spray	13,101	2.24	29,346.24
5	Ekco 38110 18" Towel Bar	8,975	2.69	24,142.75
6	Selfix 2251 Shower Caddy	7,608	3.14	23,889.12
7	Ekco 38890 Toilet Tissue Holder	9,123	2.51	22,898.73
8	Selfix 2110 TwinHook	15,716	1.43	22,473.88
9	Ekco 38160 24" Twin Towel bar	4,610	4.76	21,943.60
10	Magnolia M3000A Padded Seat, wh	1,207	17.54	21,170.78
11	Ekco 38120 12" Towel Bar	7,780	2.42	18,827.60
12	Selfix 2298 Tissue Holder	8,222	2.15	17,677.30
13	Ekco 38170 24" Towel Bar	5,607	3.05	17,101.35
14	Selfix 2274 towel Bar 24"	6,963	2.24	15,597.12
15	Magnolia M3000A Padded Seat bl	836	17.54	14,663.44
TABLE TOP				
1	Corelle 16-23 16-pc set mb	5,837	32.84	191,687.08
2	Corelle 16-4 16-pc set gold	4,019	32.84	131,983.96
3	Corelle 16-5 16-pc set blue	3,952	32.84	129,783.68
4	Corelle 16-1 16 pc set grn	3,543	32.84	116,352.12
5	Corelle 16-24 16 pc set burg	3,529	32.84	115,892.36
6	Corelle 16-29 16 pc set Rbou	3,404	32.84	11,787.36
7	Corelle Express 2020-22 winrose	1,417	60.29	85,430.93
8	Corelle 16N pc set wh	1,804	32.84	59,243.36
9	Corelle 2025 2 20 pc Solitr	960	43.19	41,462.40
10	Corelle 2020-13 express 20 pc meadow	668	60.29	40,273.72
11	Corelle 3235-34 Dem 4 35 pc set slt	395	99.89	39,456.66
12	Corelle 20-95 2 20 pc coloni	833	43.19	35,977.27
13	Corelle 2020-12 Express 20 pc Ind sum	549	60.29	33,099.21
14	Corelle 43-95 2 43 pc coloni	330	98.99	32,667.70
15	Corelle 106-4 Sm Plate go	2,209	11.15	24,630.35
CORNING				
1	V300 Visions 6 pc S Pan set	2,956	46.79	138,311.24
2	V370 Vns Cooks Classic set	1,056	67.67	71,459.52
3	V1 Visions 1 wt Cov Sauce Pan	3,885	14.84	57,653.40
4	F330 4 pc Fr White set	673	49.49	33,306.77
5	F260 French White 3 pc set	1,051	30.14	31,647.00
6	F2 Fr Wh 2.5 qt Ov Cov Cass	1,375	20.96	28,820.00
7	V5 Visions 5 qt Covered Saucepan	1,165	24.29	28,297.85
8	P104-8 Spice Pot	1,482	18.89	27,994.98
9	V20 Visions Cov Dbl Boiler	1,021	26.99	27,556.79
10	F21 Fr wh 4.5 qt Open Roast	770	27.26	20,990.20
11	A21 Corning Roaster	1,130	17.99	20,328.70
12	P 104 Teapot	1,140	17.09	19,482.60
13	P150 Grab-It	1,826	9.71	17,730.46
14	V2 1/2 Visions 2 1/2 qt Spa	811	21.59	17,509.49
15	P100 Menuette set 3 pc	739	22.49	16,620.11
PYREX				
1	233 Utility Dish	12,297	6.74	82,881.78
2	234/4/Org Obl Bake Dish	7,068	8.90	62,905.20
3	508/Org Measure Cup	22,554	2.60	58,640.40
4	440-95 4 pc Bowl Set Colon	2,776	18.89	52,438.64
5	6230F Cov Cass & Bakt Fald	4,771	10.52	50,190.92
6	463 D Custard Cup	13,301	3.77	50,144.77
7	2330 3 qt bake Dish & Basket	2,765	17.81	49,244.65
8	516/Org Measure Cup	15,143	3.14	47,549.02
9	2320F 2 qt Bake Dish & Basket	3,868	11.80	44,886.80
10	532/Org Measure Cup	9,423	4.67	44,005.41
11	440-61 4 pc Bowl set Forest	2,113	18.89	39,914.57
12	233M 3 qt Rect Baking Dish	4,782	7.46	35,673.72
13	213 Loaf Dish	10,001	3.50	35,003.50
14	232 Utility Dish	5,939	5.84	34,683.76
15	440-80 Bowl Set 4 pc Shend	1,816	18.89	34,304.24

Discounters To Satisfy Core Patro

By HAROLD RUBIN
President,
HalMar Distributors

The prevalent mindse' housewares is back-to-bas' That approach to building asso. ments started earlier in 1985, when discounters had swelled inventories and apparently overshot in some trade-up efforts.

They don't want to suffer from excessive mark-downs again, so discounters are being very careful to have something for everyone in their assortments. they had, say, a domestic copper cookware set last ye. they've brought in a lowe priced import this time around.

Discounters are being v careful not to abandon tl. core shoppers and opening price point business.

On top of that, discounters are facing this Christmas s son with cautious optimis. They've generally set their gets for 5%-10% sales gains.

Chains have already assume. a very heavy promotional po ture for the fall. Buyers a working on tighter margi than ever in attempts to draw traffic. That's hurting gro margin dollars.

Buyers are acting defens ly in another way too. Many c counters who normally buy tain categories direct, such o cookware and glassware, ar making big upfront com ments for the November cember selling period. Rat than buy direct and wareho the merchandise themselv discounters are using distri tors.

That way, discounters buy they need, assured they wou be out of stock, while avoid huge commitments to in tory. It's a defensive postur but one that makes sense to counters who aren't cer about the way Christmas sa will shape up this year.

More than in recent memo opportunity buys are driv housewares business in 19 and discounters don't see a v around such a stance now.

Discounters are bringing items for ads, particularly co ware and glassware, that are in their everyday mix. They f an urgent need to create sc noise on promotion, or they'l left at the starting gate.

Everyone's concerned at this Christmas season be five days short. Discounters r member that last year the go numbers came in the final week.

Fortunately, discount aren't bearing the brunt of p motional pricing by the selves. Manufacturers are buying the business with ext sive trade specials on all lin including their most popular ferings.

Housewares giants such as Corning, Rubbermaid, Anchor Hocking and Ekco fostered this intense promotional environment with sharper pricing, specials and new items. Many major manufacturers are also

(Continued on page 61)



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HOUSEWARES SHOW

Core Patron

(Continued from page 54)

advertising more to consumers and offering rebates, in attempts to stimulate demand for their brands and convince buyers of their total support.

Even from the consumers' point of view, pricing seems to be a major concern this year. There simply aren't enough customers at the upscale price points many discounters were testing earlier.

That has prompted discounters to stabilize their pricing structures at good-better-best before entering a premier price range. Shoppers faring well in this economy have been buying cars, video decks, televisions and microwaves instead of step-up housewares items. Lower interest rates have enabled consumers to make the big purchases they couldn't a year ago.

In 1985, and presumably into 1986, consumers will buy, say, a \$49 cookware set, thinking it's serviceable enough, rather than a \$99 set.

There's increased emphasis in the market on multiple-function cookware and serving-ware. The fastest-growing cookware segment is in microwave, with such growth tied directly to growth of microwave oven sales in many parts of the country.

Microwave cookware continues to be one of our leading growth categories, though the heaviest sales surge seems to be over. On top of that, the proliferation of accessories mandates that discounters limit themselves to three lines in a good and better approach to avoid confusing customers.

Anchor Hocking, Nordic and Corning still sweep our top 15 volume listings in the category, though the Rubbermaid Cookables and Heatables line may make some impact soon.

Rubbermaid has been extremely aggressive in expanding into other categories; witness its microwave offerings and its Servin' Savers food storage line. Now people are anticipating their newest color at the Housewares Show—slate blue—which will be on many kitchen plastics items.

We also see the closet shop as a real growth opportunity—with more ensemble, fashion-oriented merchandising at the helm. Discounters can generally take 30%-50% gross margins in the category, depending on the items, from patterned storage chests to scented hangers and see-through garment racks.

\$22B L&G Volume Is Seen by 1990

NEW YORK — Retail sales in the lawn and garden care market should hit the \$22 billion mark by 1990, according to a research company based here.

That would be nearly double the estimated \$11.9 billion in sales achieved in 1984, according to the study by Packaged Facts, the research firm.

The largest increases—19% annual gains—will come in professional lawn care services, predicts David Weiss, president of the firm. But, sales of tools and equipment should rise 8% annually and the lawn and garden supplies business should show annual increases of 7%, according to the study.

The company attributes the expected rises to demographic patterns.

\$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
GADGETS				
1	Swing A Way 407-21 Hand	14,703	5.03	73,956.09
2	Swing A Way 107 Jr Opener	25,672	2.60	66,747.20
3	Intermatic D111B Plug-In Timer	5,105	8.99	45,893.95
4	Range Kleen 102 Range Reflector 8"	14,681	3.05	44,777.05
5	Range Kleen 101 Range Reflector 6"	17,166	2.60	44,631.60
6	Intermatic D811B Cordless Timer	3,116	12.59	39,230.44
7	Hemlac 39RC Lint Refill	18,848	2.06	38,826.88
8	Rhodes 29031-UC Timer White	5,001	7.64	38,207.64
9	Ekco 00050 Stainless Peeler	22,659	1.61	36,480.99
10	Rhodes 29035-UC Timer Almond	4,670	7.64	35,678.80
11	Ekco 08840 4 Way Can Opener	18,749	1.61	30,185.89
12	Helmec 39C Lint Pic Up	15,448	1.88	29,042.24
13	Range Kleen 105A Reflec Pan-GE-Hot Pt-6	20,305	1.43	29,036.15
14	Range Kleen 106A Reflec Pan-GE Hot Pt-8	14,237	1.97	28,046.89
15	Intermatic D7118 Supercop Plug-In Timer	2,556	10.79	27,579.24
RUBBERMAID				
1	2965 Laundry Basket ch	16,999	5.93	100,804.07
2	2965 Laundry Basket almond	16,296	5.93	100,371.18
3	0450 Bath Mat white	19,795	3.86	76,408.70
4	0450 Bath Mat lt blue	19,582	3.86	71,726.52
5	2951 Dishpan almond	20,698	3.32	68,717.36
6	6032 Drainer almond	9,524	6.74	64,191.76
7	2864 Filtpop Basket choc	6,904	8.54	58,960.16
8	2864 Filtpop Basket almond	6,788	8.54	57,969.52
9	6008 Drainer almond	9,223	6.21	57,274.83
10	7041 Bath Mat white	9,088	6.21	56,436.48
11	2951 Dish Pan choc	17,221	3.32	57,173.72
12	2850 Basket Lift Lid ch	6,520	8.54	55,680.80
13	2850 Basket Lift Lid alm	6,348	8.54	54,211.92
14	2845 Basket choc	10,703	4.85	51,909.55
15	1181 Drain Tray alm	11,110	4.49	49,883.90

Source: HalMar Distributors, Holyoke, Mass., for the Jan. 1-Aug. 31, 1985 period, covering more than 500 stores, including 400 discount department stores from New England to the Carolinas. Average retail prices reflect typical price points for discount chains.

\$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
MICROWARE				
1	Anchor PM400/126 Mwave Corn Popper	7,150	14.39	102,888.50
2	Anchor PM481/T1 Mwave Versatility	12,054	7.91	95,347.17
3	Anchor PM469/T1 Mwave Bacon Rack	11,582	7.91	91,613.62
4	Anchor PA600-112 Mwave Turntable	1,487	41.99	61,546.93
5	Nordic 62304 Micro-Go-Round	1,363	44.99	61,321.37
6	Corning MWA10 Cov Browning Skillet	2,206	25.19	55,569.14
7	Corning M-W-2 Microwave Grill	1,426	24.74	55,244.42
8	Anchor PM444/T1 Mwav Cookie Sheet	5,978	7.91	47,285.98
9	Corning MW116 Microwave 5 pc set	1,426	29.96	42,722.96
10	Corning MW-11 Micro Browning Grill	2,595	16.19	42,013.05
11	Anchor PM400/105 Mwav 9 pc Cook set	713	56.69	40,419.97
12	Anchor PM410/T1 Mwave roast rack	4,325	7.19	31,096.75
13	Anchor PM480T1 Mwave 4 qt Sim Cook	1,522	14.39	21,903.10
14	Corning MC6 Micro Divided Dish	1,382	14.39	19,886.98
15	Anchor PM459/T1 Mwav baking ring	2,485	7.91	19,656.35
PLASTICS				
1	Eagle E2757 2 qt Juice Decanter clr	18,148	2.06	37,384.88
2	Sterilite 7400 Jumbo Storage Box	5,170	6.11	31,588.70
3	Tucker T334 Trash Can 22 gal	2,592	8.99	23,302.08
4	Schulte 1236W shelf 12x36	1,839	11.69	21,497.91
5	Schulte 418 4 Shelf Rack 18x33	1,435	14.84	21,295.40
6	Schulte 1248 Shelf 12x48	1,398	14.39	20,088.44
7	Eagle E2755 Juice Disp	15,720	1.25	19,650.00
8	Sterilite 1100 Sm Storage Box	10,623	1.79	19,015.17
9	Sterilite 4400 Lg Storage Box	3,981	4.49	17,874.69
10	Vanderbilt 751 Nylon Baster	13,812	1.25	17,265.00
11	Sterilite S2122 2 qt Refrigerator Bottle	8,368	1.97	16,484.96
12	Schulte 324 3 Shelf Rack 24x22	1,136	14.39	16,347.04
13	Foley 25368 Nylon Spatula Asst	17,946	0.89	15,971.94
14	Beacon L85 Paper Towel Holder	7,730	2.06	15,923.80
15	Schulte 312 3 Shelf Rack 12x22	1,596	9.44	15,066.24



Kenney introduces Full-service to Self-service

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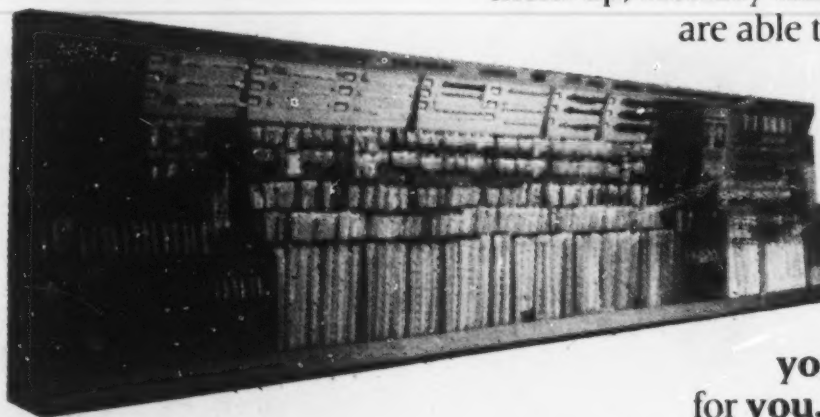
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Kenney Window Fashions

New York Office & Showroom
261 Fifth Avenue, Suite 807 New York, N.Y. 10016 U.S.A.
Phone (212) 689-4804 (4805)

Kenney Manufacturing Company Factory & Executive Offices
1000 Jefferson Blvd., Warwick, R.I. 02886 U.S.A.
Phone (401) 739-2200